



*Addressing the Changing Landscape
of Healthcare in Kentucky*

Who We Are

We're a coalition of concerned Kentuckians, over 250 organizations and individuals, who believe that the best health care solutions are found when everyone works together to build them. Right now, families and businesses in every county are facing rising costs, and too many of us go without needed health care. Healthy families create healthy economies. And a healthy Kentucky is something we all want. So we're working step by step to build a healthier Kentucky for everyone.



Addressing the Changing Landscape of Healthcare in Kentucky

Our Key Priorities

- Assuring that all Kentuckians have access to high quality, affordable healthcare
- Making prevention a priority for Kentucky's health policies and programs
- Improving the efficiency and effectiveness of health care for Kentuckians
- Improving the health of Kentucky's children



Addressing the Changing Landscape of Healthcare in Kentucky

The Changing Landscape of Healthcare in Kentucky

- Kentucky's Move to Medicaid Managed Care
 - Ensuring access to care, ensuring quality of care and ensuring efficiency and effectiveness
- Implementation of Healthcare Reform
 - Ensuring access to care, ensuring efficiency and effectiveness, and covering the uninsured
- **Transparency in the World of Healthcare**
 - **Adopting open records and health IT and the consumer**
- Maintaining a Focus on Prevention
 - Supporting a smoke-free Kentucky, promoting school wellness and coordinating care for chronic conditions



Addressing the Changing Landscape of Healthcare in Kentucky

Transparency in the World of Healthcare

Transparency in healthcare is one of the most paramount ways that consumers can take control of their own care. It is important that a system of **open records is adopted** and that the **relationship between health IT and the consumer is improved** in order to add value to the treatment and delivery process and promoting better outcomes.



Addressing the Changing Landscape of Healthcare in Kentucky

Health IT and the Consumer

- As consumers pay increasing health care costs, they should have access to quality and price information
- Expansion of electronic health records will improve the efficiency of the system
- Ensuring that all health professionals have instant access to electronic records will improve quality of patient care
- Health IT systems should not interfere or limit the available treatment options



Addressing the Changing Landscape of Healthcare in Kentucky

Consumer Engagement

- Consumers that are actively engaged in their care can make choices that ultimately have a significant impact on both the costs and outcomes of the care they receive.
- Engagement required at both individual and community level to improve health quality.
 - Individual - involvement in one's own health and health care and decisions about one's treatment.
 - Community - participation in decisions about the design, delivery and evaluation of health services.



Addressing the Changing Landscape of Healthcare in Kentucky

Barriers to Consumer Engagement

- Multiple barriers prevent consumers from acting as full partners in their own care and in playing a meaningful role in health improvement.
 - difficulty in wading through complicated choices of services and treatments,
 - getting enough time with providers,
 - perceived lack of consumer expertise,
 - logistical and financial barriers and
 - low levels of organizational commitment.
- Greater impact for consumers of specific racial, ethnic and socio-economic backgrounds.



Addressing the Changing Landscape of Healthcare in Kentucky

Health Literacy

- Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.
- Enabling people to make informed choices about their own health and the health of those around them is fundamental to all health care.
- Health consumers remain the largest untapped resource, as well the most important stakeholders, in healthcare.



Addressing the Changing Landscape of Healthcare in Kentucky

Complex Relationship between Literacy and Health

Literacy impacts:

- health knowledge
- health status (influenced by socioeconomic factors*)
- access to health services
- income level *
- occupation *
- education *
- housing *

Low health literacy is associated with reduced use of preventive services and management of chronic conditions, and higher mortality.



Addressing the Changing Landscape of Healthcare in Kentucky

Skills Needed for Literacy

Patients are often faced with complex information and treatment decisions.

Patients required to:

- evaluating information for credibility and quality,
- analyzing relative risks and benefits,
- calculating dosages,
- interpreting test results, or
- locating health information.

Individuals may need to be:

- visually literate (able to understand graphs or other visual information),
- computer literate (able to operate a computer),
- information literate (able to obtain and apply relevant information), and
- numerically or computationally literate (able to calculate or reason numerically).



Addressing the Changing Landscape of Healthcare in Kentucky

Current literacy issues in Kentucky's Changing Health Landscape

Transition to Medicaid Managed Care in Kentucky

- transient population, getting the information to Medicaid members difficult
- Communication vague and not easily understood
 - assignment vs. member choice
- Multiple cards
- New prior authorization policies
- New formulary and switching to generics



Addressing the Changing Landscape of Healthcare in Kentucky

Current literacy issues in Kentucky's Changing Health Landscape

Health Reform (ACA) – insurance reform

- Summary of Benefits and Coverage - detailing, in plain language, simple and consistent information about health plan benefits and coverage.
- Greater transparency – rate review
- KY Health Benefit Exchange
- Consumer Assistance, Navigators, Assistors



Addressing the Changing Landscape of Healthcare in Kentucky

The Future for Health Literacy

National Action Plan to Improve Health Literacy (2010, HHS) - seven goals that will improve health literacy:

- Develop and disseminate health and safety information that is accurate, accessible, and actionable
- Promote changes in the health care system that improve health information, communication, informed decision-making, and access to health services
- Incorporate accurate, standards-based, and developmentally appropriate health and science information and curricula in child care and education through the university level



Addressing the Changing Landscape of Healthcare in Kentucky

The Future for Health Literacy

National Action Plan to Improve Health Literacy (2010, HHS) - seven goals that will improve health literacy:

- Support and expand local efforts to provide adult education, English language instruction, and culturally and linguistically appropriate health information services in the community
- Build partnerships, develop guidance, and change policies
- Increase basic research and the development, implementation, and evaluation of practices and interventions to improve health literacy
- Increase the dissemination and use of evidence-based health literacy practices and interventions



Addressing the Changing Landscape of Healthcare in Kentucky

The Future for Health Literacy

Plain Writing Act of 2010

- signed into law on October 13, 2010
- requires that federal agencies use "clear Government communication that the public can understand and use."

By focusing on health literacy issues and working together, we can improve the accessibility, quality, and safety of health care; reduce costs; and improve the health and quality of life of all Kentuckians.



Addressing the Changing Landscape of Healthcare in Kentucky

Join our collaborative advocacy efforts
We need your voice to build a healthier Kentucky

www.kyvoicesforhealth.org

kvhexec@kyvoicesforhealth.org

502-882-0584



Addressing the Changing Landscape of Healthcare in Kentucky